

ORDER



Orders
Order / Rev: 710518
Alt Order #: 06300509
Product Desc: ALLI.FOR BETTER MN
Estimate: 1594
Flight Dates: 09/12/12 - 09/17/12
Original Date / Rev: 08/29/12 / 08/29/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: New Media Firm, The/ POL
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Alliance for A Better Minnesota
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	32	\$34,000.00	\$28,900.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	32	\$34,000.00	\$28,900.00	0.00
Totals	32	\$34,000.00	\$28,900.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	23%	\$34,000.00
Market	100%	\$147,826.09

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	11%	\$16,260.87
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	3%	\$4,434.78
KSTP	20%	\$29,565.22
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	1%	\$1,478.26
WCCO	39%	\$57,652.17
WFTC	3%	\$4,434.78

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	09/14/12	09/14/12	M-F 2-3p The Doctors	CM	2P-3P	----F--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$300.00		0.00			
E 2	KARE	09/14/12	09/14/12	M-F 4-430p KARE 11 4 News	CM	4-430P	----F--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
KARE11NEWS@4PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$400.00		0.00			
E 3	KARE	09/14/12	09/14/12	M-F 6-630p KARE 11 6 News	CM	6-630p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
KARE11NWS-6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$2,000.00		0.00			
E 4	KARE	09/14/12	09/14/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
KARE11-SUNRS@6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$850.00		0.00			
E 5	KARE	09/14/12	09/14/12	Today Show Today Show	CM	7-9a	----F--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					2	\$800.00		0.00			
E 6	KARE	09/17/12	09/17/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
KARE11NWS-10<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$2,750.00		0.00			
E 7	KARE	09/17/12	09/17/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$800.00		0.00			
E 8	KARE	09/17/12	09/17/12	M-F 3-4p DR OZ	CM	3-4p	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
DR. OZ<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$450.00		0.00			
E 9	KARE	09/17/12	09/17/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
KARE11NEWS@4PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$400.00		0.00			
E 10	KARE	09/17/12	09/17/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
JEOPARDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$900.00		0.00			
E 11	KARE	09/17/12	09/17/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
KARE11NWS-5<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$2,000.00		0.00			
E 12	KARE	09/17/12	09/17/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$1,800.00		0.00			
E 13	KARE	09/17/12	09/17/12		CM	7-9a	M-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show											
				Today Show											
				TODAY SHW<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					2	\$800.00		0.00			
E 14	KARE	09/15/12	09/15/12	Sat 5-530p	CM	5-530P	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				KARE 11 5 News Sa											
				KARE11 NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$850.00		0.00			
E 15	KARE	09/15/12	09/15/12	Sat 8-10a	CM	8-10a	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				KARE 11 Saturday											
				KARE11 NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$750.00		0.00			
E 16	KARE	09/16/12	09/16/12	MN Bound	CM	1105P-1135P	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
				MN Bound											
				MINN BOUND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$1,100.00		0.00			
E 17	KARE	09/13/12	09/13/12	M-F 10-1035p	CM	10-1035P	---T---	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
				KARE News 10p											
				KARE11NWS-10<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$2,750.00		0.00			
E 18	KARE	09/13/12	09/13/12	M-F 3-4p	CM	3-4p	---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				DR OZ											
				DR. OZ<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$450.00		0.00			
E 19	KARE	09/13/12	09/13/12	M-F 430-5p	CM	430-5P	---T---	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				Jeopardy											
				JEOPARDY<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$900.00		0.00			
E 20	KARE	09/13/12	09/13/12	M-F 5-530p	CM	5-530p	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				KARE 11 5 News											
				KARE11NWS-5<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$2,000.00		0.00			
E 21	KARE	09/13/12	09/13/12	M-F 630-7p	CM	630pm-7pm	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				Entertainment Tonight											
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$1,800.00		0.00			
E 22	KARE	09/13/12	09/13/12	Today Show	CM	7-9a	---T---	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
				Today Show											
				TODAY SHW<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					2	\$800.00		0.00			
E 23	KARE	09/12/12	09/12/12	Tonight Show	CM	1035pm-1135pm	--W----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				Tonight Show											
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					1	\$800.00		0.00			
E 24	KARE	09/12/12	09/12/12	M-F 2-3p	CM	2P-3P	--W----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
				The Doctors											
				DOCTORS<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					1	\$300.00		0.00			
E 25	KARE	09/12/12	09/12/12		CM	4-430P	--W----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4-430p											
				KARE 11 4 News											
				KARE11NEWS@4PM<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-- W - - -			1		\$400.00		0.00				
E 26	KARE	09/12/12	09/12/12	M-F 6-630p	CM	6-630p	-- W - - -	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				KARE 11 6 News											
				KARE11NWS-6<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-- W - - -			1		\$2,000.00		0.00				
E 27	KARE	09/12/12	09/12/12	M-F 6-7a	CM	6-7a	-- W - - -	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				KARE 11 Sunrise M-F											
				KARE11-SUNRS@6<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-- W - - -			1		\$850.00		0.00				
E 28	KARE	09/12/12	09/12/12	Today Show	CM	7-9a	-- W - - -	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
				Today Show											
				TODAY SHW<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-- W - - -			2		\$800.00		0.00				
													Totals	32	\$34,000.00